

REALTY **ONE** GROUP RESULTS

SIGNATURE SELLER PROCESS · NORTH CAROLINA

The Seller *Success* System™

A 98% list-to-sale ratio in buyer's markets.

Over 100% when the market favors sellers.

That is not luck. That is a system.

TERESA OVERCASH

BROKER-IN-CHARGE · 30 YEARS · TOP 1% NATIONALLY RANKED

336-262-3111 · HOMESINTRIADNC.COM · WINSTON-SALEM, NORTH CAROLINA

Why most homes sit on the market longer than they *should*.

Most listing agents do three things: put the home on one MLS, push it to Zillow, and wait. If it doesn't sell, they ask you to drop the price.

That is not a strategy. That is hoping. And hoping is expensive — it costs you the price, and it costs you the months.

We do something different. **Before your home is even photographed, we already know who is most likely to buy it — and we've already started reaching them.** That single change in sequence is what produces a 98% list-to-sale ratio in buyer's markets and pushes past 100% when the market favors sellers.

Here is exactly how we sell your home for what it is worth, to the buyer most likely to want it, faster than the market average.

What follows is the entire architecture — five steps, in order, with nothing held back except the one piece we keep confidential on purpose. You'll see all of it before you ever sign anything.

WHAT STANDS BEHIND YOUR LISTING

98%

LIST-TO-SALE FLOOR
BUYER'S MARKETS

3

AI ENGINES
BUYER MATCH

4

MLS SYSTEMS
DIRECT MEMBERSHIP

100+

SYNDICATION SITES
ON LAUNCH DAY

Five steps. In *this* order.

-
- I The Marketing Review Session**

Before you sign a listing agreement, you see the entire plan — the buyer profile, the comp set, the pricing strategy, the launch timeline, the photography and video plan, the pre-launch outreach list. No surprises. No “trust us.”
 - 2 The Trifecta Buyer Match System™**

Three AI engines run your property in parallel to identify exactly who is most likely to want it — before it goes live. That profile drives every marketing decision that follows.
 - 3 Dual-Action Marketing Power**

Once we know who we’re looking for, we go find them. Twice. 100+ syndication endpoints on launch day, plus algorithmic social advertising dialed to the exact buyer persona.
 - 4 4-MLS Statewide Exposure**

Your home publishes to all four North Carolina MLS systems we hold direct membership in. Day one. Simultaneously. Most Triad listing agents publish to one.
 - 5 Pre-Launch Targeted Outreach**

While the photographer is still editing, we’re already reaching the buyer pool the Trifecta identified. Many of our listings have offers before the public ever sees them on Zillow.
-

If you don't love the plan, you don't sign. That's the deal.

The Trifecta *Buyer Match* System™

This is the part nobody else in the Triad is doing. Before your home goes live, we run it through three AI engines in parallel to identify exactly who is most likely to want it.

O1

PROFILE

ChatGPT

We feed it the full property profile and ask it to build a likely buyer persona: age range, family stage, income band, lifestyle, relocation pattern, what they're searching for, and what they're willing to compromise on.

O2

CROSS-
CHECK

Claude

We run the same brief through Claude independently. Where the two agree, we have high confidence. Where they disagree, we dig deeper. This is the cross-check that keeps the profile honest instead of flattering.

O3

CONTEXT

Perplexity

Perplexity pulls live market data — recent comps, days on market, buyer search trends, what's moving and what isn't — and grounds the buyer profile in this week's reality, not last quarter's.

We merge the three into one high-confidence buyer profile — and that profile drives everything from photo style to ad targeting to which agents on our 280-agent network get the heads-up first.

The Results *Proprietary Loop*TM

Inside the Trifecta sits a feedback loop only Realty ONE Group Results has built. It updates in real time, all day, every day.

It draws on inputs no outside agent has access to — live market activity, real-time intelligence from our 280-agent network across all eight offices serving the Triad, Wilkes, and High Country regions, and direct measurement of what the AI engines are saying about North Carolina real estate this week.

CONFIDENTIAL BY DESIGN

The specific inputs, prompts, weighting, and sequencing are intentionally confidential. The Results Proprietary LoopTM is proprietary to Realty ONE Group Results and stays inside the brokerage by design.

What we **will** tell you is this. The Loop runs continuously. Your buyer profile is built fresh against this morning's market on the day your listing is prepped. List a similar home next month and the Loop produces a different profile — because the market will have moved.

That is the point. The Loop is a moving target by design.

Which means the profile behind your listing isn't last quarter's, isn't last week's, and isn't generic. It's yours, built today, for the market you're actually selling into.

REALTY ONE GROUP RESULTS · 280+ AGENTS · 8 OFFICES · TRIAD · WILKES · HIGH COUNTRY

STEP THREE

Dual-Action *Marketing Power*

Once we know exactly who we're looking for, we go find them. Twice. Not with a Zillow feed and a Facebook post — with *precision reach*.

O1

ACTION ONE

Massive Syndication

100+ syndication endpoints on launch day. Every listing pushes to Realtor.com, Homes.com, Trulia, Redfin, Homesnap, Rocket Homes, RE/MAX, Century 21, Coldwell Banker, Sotheby's, and every ROG Results-affiliated property portal.

DAILY REACH · 40 MILLION+ ACTIVE BUYERS

O2

ACTION TWO

Algorithmic Social Ads

Six targeting filters. Meta and Instagram, dialed to the exact buyer persona the Trifecta identified:

» Relocation origin city » Income band » Life stage
» Home-purchase signal behavior » Demographic overlap with the buyer persona » In-market engagement flags

PRECISION · IN FRONT OF YOUR BUYER, NOT JUST ANY BUYER

THE MATH

MLS ONLY

400,000

passive buyer impressions
over the listing period



DUAL-ACTION POWER

40M+

actively targeted impressions
in the first 14 days

This 100x gap is why the system delivers a **98% list-to-sale ratio** when the national average sits at **96%** — and why we consistently exceed 100% in seller's markets.

STEPS FOUR & FIVE

Four MLS systems. And a head start on *day zero*.

Most listing agents in the Triad publish to one MLS. Your home goes on all four we hold direct membership in — on day one, simultaneously.

TRIAD MLS

The Entire Triad

Winston-Salem, Greensboro, High Point, Clemmons, Kernersville, and Mocksville.

CANOPY MLS

Charlotte Metro

Every Charlotte buyer agent working a relocation.

HIGH COUNTRY MLS

The Mountains

Boone, Blowing Rock, Banner Elk, West Jefferson, Wilkesboro — every mountain agent working primary and second-home buyers.

TRIANGLE MLS

The Triangle

Raleigh, Durham, Chapel Hill — every Triangle agent with a client who wants to be west of where they are.

Zillow reaches buyers. The four MLSs reach their agents.

A Charlotte buyer agent never opens Triad MLS. A High Country agent never opens Canopy. Direct membership in all four lands your home in front of every regional buyer agent the instant it goes live. Their dashboard pings. Their auto-search alert fires the moment your home matches a buyer's saved criteria. That is the room where offers actually get written — before their clients ever open Zillow.

STEP FIVE — PRE-LAUNCH TARGETED OUTREACH

While the photographer is still editing, we're already reaching the buyer pool the Trifecta identified: past clients who fit the profile, the 280-agent Realty ONE Group Results network, our buyer database, and direct outreach to the exact segments most likely to write the offer. **Many of our listings have offers before the public ever sees them on Zillow.** That is what pre-launch outreach is for.

THE NUMBERS

The measure of a listing agent shows up at *your closing table.*

98%

LIST-TO-SALE FLOOR
OVER 100% SELLER'S MKT

\$3B+

TEAM SALES
LAST 8 YEARS

\$1B+

TERESA'S PERSONAL
CAREER SALES

10,000+

NC TRANSACTIONS
CLOSED BY OUR TEAM

30 yrs

TERESA'S ACTIVE
PRODUCTION TENURE

Top 1%

NATIONALLY
RANKED PRODUCER

280+

AGENTS
8 NC OFFICES

4.99★

568 VERIFIED
BROKERAGE REVIEWS

What happens on the first call

- Thirty minutes. No pressure, no pitch, no commitment of any kind.
- If it makes sense to keep going, the next step is your Trifecta buyer profile.
- Then the Marketing Review Session — where you see the entire plan before you sign.
- You decide from there. If you don't love the plan, you don't sign.

Every number on this page is verifiable — and we'd rather you check than take our word for it. Reviews, production, and credentials are public on [Zillow](#), [RateMyAgent](#), [Realtor.com](#), and [LinkedIn](#).

4 MLS SYSTEMS, DIRECT · 8 OFFICES ACROSS NORTH CAROLINA · TRIAD · WILKES · HIGH COUNTRY

REALTY **ONE** GROUP RESULTS

Let's find your buyer *before* we list your home.

*Pick up the phone. You start with a thirty-minute Seller Discovery Call.
No pressure, no pitch, no commitment. You decide from there.*

CALL

336-262-3111

EMAIL

teresatedder@gmail.com

ONLINE

homesintriadnc.com

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